



Attorney's Docket No. 16-524

Patent

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:	JOSHUA PETERSON ET AL.	Examiner:	NOT YET ASSIGNED
Application No.:	10/749,462	Art Unit:	NOT YET ASSIGNED
Filed:	DECEMBER 30, 2003		
Title:	ASSIGNING TEXTUAL ADS BASED ON ARTICLE HISTORY		

### INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Enclosed is a copy of Information Disclosure Citation Form PTO-1449 together with a copy of the document(s) listed on the form. Applicant respectfully requests that the Examiner consider the listed document(s), initial the enclosed Form PTO-1449 to indicate such consideration, and return a copy of the initialed Form PTO-1449 to the Applicant.

This Information Disclosure Statement is being submitted pursuant to 37 C.F.R. § 1.97(b).

I hereby certify that this paper is being deposited today with the U.S. Postal Service as 1st Class Mail addressed to the Assistant Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450


on March 17, 2004  
By: Amey Anand

Pursuant to 37 C.F.R. § 1.97, the submission of this Information Disclosure Statement shall not be construed to be an admission that the information cited in this Information Disclosure Statement is, or is considered to be, material to patentability.

The Commissioner is hereby authorized to charge any required fee under 37 C.F.R. § 1.17 in connection with this communication to our Deposit Account No. 23-0630.

Respectfully submitted,

Date: March 17, 2004



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USPTO Form 1449  
(modified)

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PATENT AND TRADEMARK OFFICE**

INFORMATION DISCLOSURE CITATION

Sheet 1 of 1

Attorney Docket No.: 16-524

Serial No.: 10/749,462

Applicant: Joshua Peterson et al.

Filing Date: December 30, 2003

Group: N/A

**U.S. PATENT DOCUMENTS**

Exami ner Initials		Document Number	Date	Name	Clas s	Subcl ass	Filing Date (if appropriate)

**FOREIGN PATENT DOCUMENTS**

Examiner Initials		Document Number	Date	Country	Class	Subclass	Translation Yes No

**OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, etc.)**

		M. Eirinaki and M. Vazirgiannis. <i>Web Mining for Personalization</i> . ACM Transactions on Internet Technology, Vol. 3, No. 1, February 2003, Pages 1-27.
		D. Billsus, M. Pazzani and J. Chen. <i>A Learning Agent for Wireless News Access</i> . Department of Information and Computer Science, University of California. Date unknown but prior to December 30, 2003.
		D. Billsus and M. Pazzani. <i>A Personal News Agent that Talks, Learns and Explains</i> . Department of Information and Computer Science, University of California. Date unknown, but prior to December 30, 2003.
		J. Palmer and L. Eriksen. <i>Digital Newspapers Explore Marketing on the Internet</i> . Communications from the ACM, September 1999/Vol. 42, No. 9, pp. 32-40.
		M. Hines. <i>AOL expands Google search pact</i> . CNET Networks, Inc. October 29, 2003. <a href="http://news.com.com/2100-1030_3-5087858.html?tag=nefd_top">http://news.com.com/2100-1030_3-5087858.html?tag=nefd_top</a>

EXAMINER

DATE CONSIDERED

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609  
Draw Line through citation if not in conformance and not considered.  
Include copy of this form with next communication to Applicant

\*\*Copies of references not provided at the time of this submission.